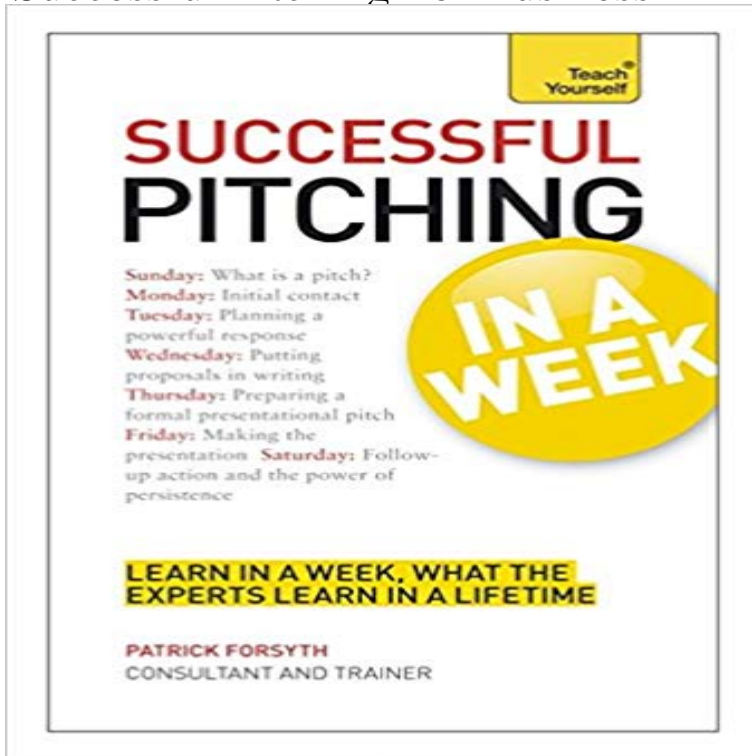


## Successful Pitching For Business In A Week (Teach Yourself)



The book focuses on the special nature of winning significant business in competitive markets in pitches involving several formal stages. It will:- Review the essential processes of making complex sales and the role of core techniques of persuasion- Show how to handle initial contacts and meetings and obtain a clear brief regarding customer/client needs- Demonstrate the process of analysing client needs and putting clear and persuasive proposal documents in writing

Sunday: What is a pitch?  
Monday: Initial contact  
Tuesday: Planning a powerful response  
Wednesday: Putting proposals in writing  
Thursday: Preparing a formal presentational pitch  
Friday: Making the presentation  
Saturday: Follow-up action and the power of persistence

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